

## **BUYING BEHAVIOUR OF FARMERS FOR AGRI INPUTS: A STUDY OF BIKANER DISTRICT**

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### **ABSTRACT**

The study was conducted with the purpose of studying the buying behavior of farmers for agri inputs. Farmers, generally, have a large number of options and a limited amount of time in which the purchase decision has to be made. Therefore, farmers end up buying inputs from the same supplier. Repeat purchase may result from a number of other factors including habit, a lack of decision making, a perceived absence of choice, or, the lack of time to evaluate alternative suppliers. The present study conducted in Bikaner district is an attempt to identify such factors that affect the buying decision of the farmer.

**KEYWORDS:** Farmers, Agri Inputs, Buying Behaviour, Repeat Purchase